WOMEN'S BUSINESS DIRECTORY '81

GREATER HOUSTON DIRECTORY OF
WOMAN-OWNED BUSINESSES
&
INDEPENDENT AGENTS

LISTING CATEGORIES

ADVERTISING	3
ATTORNEYS	3
BEAUTY	4
BUSINESS SERVICES	6
CATERING	7
CERTIFIED PUBLIC ACCOUNTANTS	8
CLOTHING AND FABRICS	8
CONSULTANTS	10
EMPLOYMENT	11
HEALTH SERVICES	13
INSURANCE	13
INTERIOR DESIGN	14
KEY MAP	16
INVESTMENTS	18
PSYCHOLOGISTS	19
PUBLISHERS AND PRINTERS	20
REAL ESTATE AND RENTAL LOCATORS	20
REDECORATE AND REMODEL	22
SECRETARIAL SERVICES	23
SELF-IMPROVEMENT	24
SIGNS, LABELS, ETC.	25
SPECIALTY RETAIL	26
TEACHING	28
THERAPISTS	29
TRAVEL AGENCIES	31
MISCELLANEOUS	32

The purpose of the Women's Business Directory '81 is to support and network women's businesses. It is our hope that you will use and refer the women listed in this directory.

To qualify for listing here, the women must either own half or more of their business or, as an agent, earn more than half of her yearly income through commission. Some work part-time, some work full-time, and some seem to work all the time

The Women's Business Directory '81 has 111 listings and a distribution of 10,000 free copies. Our hope that the Women's Business Directory '82 will be bigger and better depends on you. Please help us.

Send balloons, paint your house, write your will, get a makeover, cater a party, send your taxes out, re-do your home—then sell it, travel, get a sign, improve yourself—do it ALL!

Beth Adam and Stephanie Barko gave their personal support and network to this directory. Thanks.

Your comments and criticisms are welcomed.

Leeann Wachs
IDENTITY Seminar Management
932-6348

AD-SENSE

800 South Post Oak Road, Suite 81
840-7945 Key 7
Marilyn Kolbeson

Ad Specialties-Party & Convention Planning-Awards-Business Gifts etc.

COMMUNICATIONS PLUS

520 S. Post Oak, #280
621-4048 Key 6
Karen Kershner
Advertising/PR Brochures Newsletters Promotion & Corporate Communications

ATTORNEYS

VALERIE BURSON, ATTORNEY

202 Travis, Suite 442
227-6575 Key 1
Valerie Burson

Solo Practitioner—Cases Limited to Family Law and Wills

JOELLEN SNOW, ATTORNEY AT LAW

1110 Autrey
523-7434 Key 1
Joellen Snow

Specializing in Labor, Civil Rights, Personal Injury, and Family Law.

DORIS A. STEWART, ATTORNEY AT LAW

723 Main, Suite 500
224-2194 Key 1
Doris A. Stewart

Family Law, Probate & Estate Plans (Wills & Trusts), Immigration Law.

BEAUTY

BELLAIRE ELECTROLYSIS

6906 Atwell Suite 103
660-0517 Key 6
Terrie Lynn Jennings

Member of the International Guild of Professional Electrologists.

COLORIFIC

15302 Pleasant Valley
486-1849 Key 25
Susan (Cookie) Needle

Personality Profile Seminars
Individual Color Consultations

COSMETIC WORKS

8745 Katy Freeway
464-1369 Key 7
Stephanie Barko

Individual & Group Makeovers Within A Full Service Salon—Alter-Ego

FASHIONABLE FACES

5901 Westheimer
974-0420 Key 7
Maureen Little Monica Wleczyk

Cosmetic makeovers with instruction.
Facials-Lash/Brow Dyes-Arches, etc.

HODAK'S SALON & BOUTIQUE

1209 Travis Street
658-8350 Key 1
Judith E. Hodak

Hair Styles and Clothes for the
Working Woman

MARY KAY COSMETICS

10818 Riderwood
879-9493 Key 17
Rose Holbrooke

Professional Skin Care Classes for
Groups — Also Complimentary Facials

ORGANIC BODY CARE

3411 Saratoga Dr.
999-1650 Key 10
Elaine Spitz

ALOE VERA & VITAMIN E, Organic Body
Care for Today's Woman. Home Demo's

THE STYLE BOX COIFFURES

12123 Bellaire
498-2999 Key 17
Grady L. Lopez

Personalized Hair Styling, Expert Coloring, Perms, Nails—Everything!

BUSINESS SERVICES

ADVERTISE IN INNER-VIEW!

511 Peden
522-9333 Key 1
Agent—Meme English

Fastest growing newspaper in Texas. 35,000 copies free to inner city.

CIRCUI-MATICS (Div of Browning/Cooper)

819 Arlington
862-2759 Key 1
Ruby Browning Dolores Cooper

Circuit Board Assembly, Harnesses, Mech. Assembly & Drafting Services

CLEAR LAKE BUSINESS SERVICE

P.O. Box 57682 (Webster, 77598)
334-1803 Key 26
Fran Morris

Income Taxes - Payroll
General Business Services

A DEAL WITH SEEL

6601 Dunlap, Suite 2001
995-9883 Key 16
Susie Seel

Missing calls??? Quality Telephone Recording Machines/Discount Prices!

ELAINE G. LARRONDE, GRAPHIC DESIGNER

822 Walbrook Dr. (Clear Lake City)
757-3813 Key 25
Elaine G. Larronde

Designing Advertisements, Posters, Brochures, Logos, Slides & Flyers

SPENCER COMPANY

P.O. Box 16113 (77022)
691-3991 Key 2
Agent—Elizabeth Fields

Commerical Landscape Maintenance Sales and Service

CATERING

HOW SWEET IT IS...

3504 Stanford
521-1367 Key 1
H. Jill Roman

We take care of everything from the centerpiece to the food for parties.

THE PAN HANDLER CUSTOM CATERING

2538 Yorktown, #259
871-8611 Key 8
Jane D. Shutt

I cater any occasion. On-site catering or meals for your freezer.

CERTIFIED PUBLIC ACCOUNTANTS

BARZIZA, JORDAN & COMPANY P.C.

16630 Imperial Valley #102
931-1670 Key 11
Carol Jordan Barziza, C.P.A.

Professional Accounting and Tax Services

KATHERINE MOLDER, C.P.A.

918 Wycliffe
932-8285 Key 18
Katherine Molder, C.P.A.

Taxation and Small Business Consulting

CLOTHING & FABRICS

BUSINESS WOMEN'S APPEARANCE GUIDE

2613 Richmond (Holsey's)
524-3303 Key 1
Agent—Vicki Keltner

Professional Service—Executives' Custom Clothing-Suits-Books-Seminar

4C*S

1222 Washington Avenue
222-0544 Key 1
Georgie McIrvin

Custom Coordinated Corporate
Clothing — Uniforms of all Kinds

LEITERS DESIGNER FABRICS/RÉNEL

467-9488 Key 7
Lilianne Leyh

Wardrobe Planning / Dressmaking
Exclusive Fabrics - Vogue Patterns
Shown by Private Appointment Only

NAJLA'S BOUTIQUE

1826 Fountainview
781-6257 Key 7
Rita Fluellen

Fashions for Career Women Featuring
Designer Dresses, Sportswear, Acces.

THE SEWING BASKET, INC.

435 K F.M. 1092 (Stafford)
499-8945 Key 27
Marie S. Davis

Choose from our selection of fabric
notions, Singer machines & classes.

DIRECT MAIL MKTG.-DIRECT MAIL CENTER

1205 West Loop North, Suite 180
957-1285 Key 8

Dora Williams

Complete Backup for Consultants
Printing - Lists - Fulfillment

JACQUELINE HAMILTON ART CONSULTANT

5010 Woodway, Suite 304
961-1729 Key 7

Jacqueline Hamilton

Residential and Corporate Art
Consultations Regarding Purchases

IDENTITY SEMINAR MANAGEMENT

10188 Beekman Place Drive
932-6348 Key 8

Leeann Wachs

Everything before the seminar:
Design Arrange Promote Consult

LANGE & ASSOCIATES

10219 Piping Rock
665-1020 Key 7

Nadine Lange

Analyzes Telecommunication Systems
Based on Present and Future Needs

OFFICE ORGANIZERS

3323 Yoakum
529-3400 Key 1
Susan L. Goad

We fix broken offices. Filing-books etc. Systems & Equip. for any mess!

SELECTIVE ENTERPRISES

1001 Oxford
723-6699, 862-7399 Key 1
Alethea Dollison Sandra Hicks

We specialize in helping women invest in Real Estate.

YOU BY LYN

111 N. Post Oak Ln. (The Houstonian)
537-5030 Key 7
Lyn Fitzpatrick

In-Home Wardrobe Planning, Image Consulting, and Personal Shopping

EMPLOYMENT

AFFILIATED MEDICAL SERVICES, INC.

7505 Fannin, Suite 303
790-9721 Key 6
Jean Shebay

Private Duty-DR.'s Office-Home Care
RN's - LVN's - AIDES

CHAMPION PERSONNEL SERVICE, INC.

2400 Fountainview #505
780-4640 Key 7
Dolores D. Jones

We specialize-Engineering, Oil and Gas, EDP and Technical, call us!!

THE CORPORATE GROUP

3000 S. Post Oak, #130
965-9937 Key 7
Cathy D. Clark

We specialize in administrative and secretarial jobs. Company paid fees.

KATHI STOCKWELL & ASSOCIATES

9898 Bissonnet, Suite 100
270-7688 Key 17
Kathi Stockwell, C.P.C.

Professional Technical Accounting & Secretarial-for Employer & Employee

LIGHT, WEBB & ASSOCIATES

2400 Fountainview, Suite 502
977-0013 Key 7
Janice B. Light Billie R. Webb

Employer paid fees. Oil & Gas, EDP, Technical, Clerical, Engineering.

THEA J. JORDAN, O.D.

6710 Hillcroft at Bellaire
981-9388 Key 6

Complete professional eyecare—
examinations, glasses, contacts.

WOMEN'S HEALTH CARE ASSOCIATES

4654 Highway 6, Suite 404
870-8118 Key 18
Judy Kier RN, MSW L. Parker MSN, CNM

Gynecological and Obstetrical Care
for Women by Women. Nurse-Midwives

INSURANCE

STATE FARM INSURANCE

10333 Northwest Freeway, Suite 106
680-2178 668-2932 Key 9
Dianne DeLay

Looking for value in Car, Home, Life,
Health & Business Insurance? Call Me!

STATE FARM INSURANCE

2200 Southwest Freeway
520-7711 Key 1
Jackie McCoy

4 good reasons to call Jackie McCoy:
Car, Home, Life & Health.

STATE FARM INSURANCE AGENCY

6100 Richmond
977-8539 Key 7
Agent—Charlan Beal

Auto-Life-Home-Health-Business Like
A Good Neighbor-State Farm is There

A. L. WILLIAMS

3606 Pine Ridge Lane
820-5392 Key 10
Agent—Lynn Sauer

Let Life Ins. Earn You Money! Term
life Insurance-Invest Annuities.

INTERIOR DESIGN

ANITA'S INTERIOR DECORATING

3603 Cetti Street
222-7983 Key 1
Anita Adcock

A.I.D. when you need Help!

ART FULL INTERIORS

2510 Regalwood
445-4858 Key 21
Diana S. Walker

Art for Home & Office. Referrals.
Design consultation free of charge.

DECORATING DEN—SHARPSTOWN

8019 Triola
988-0908 Key 17

Dottie Cline

The Colorful Store That Comes to Your Door™ Drapery Carpet Wallcvng

FLO BISHOP INTERIORS

7500 West Loop South, Suite G
664-3195 Key 6

Florence Bishop

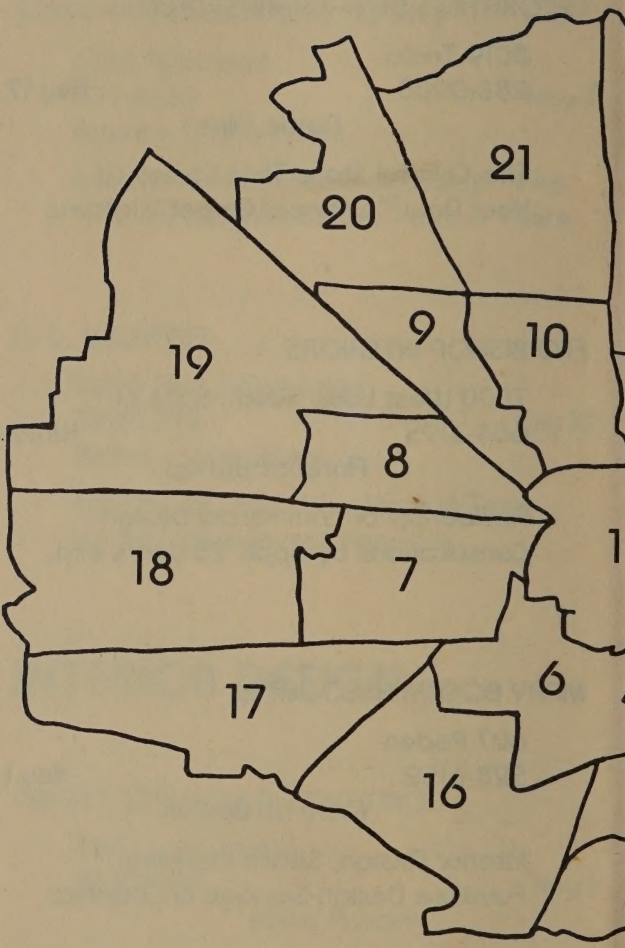
Residential or Commercial Design Consultations by appt. 25 years exp.

MARY BOEHM ASSOCIATES

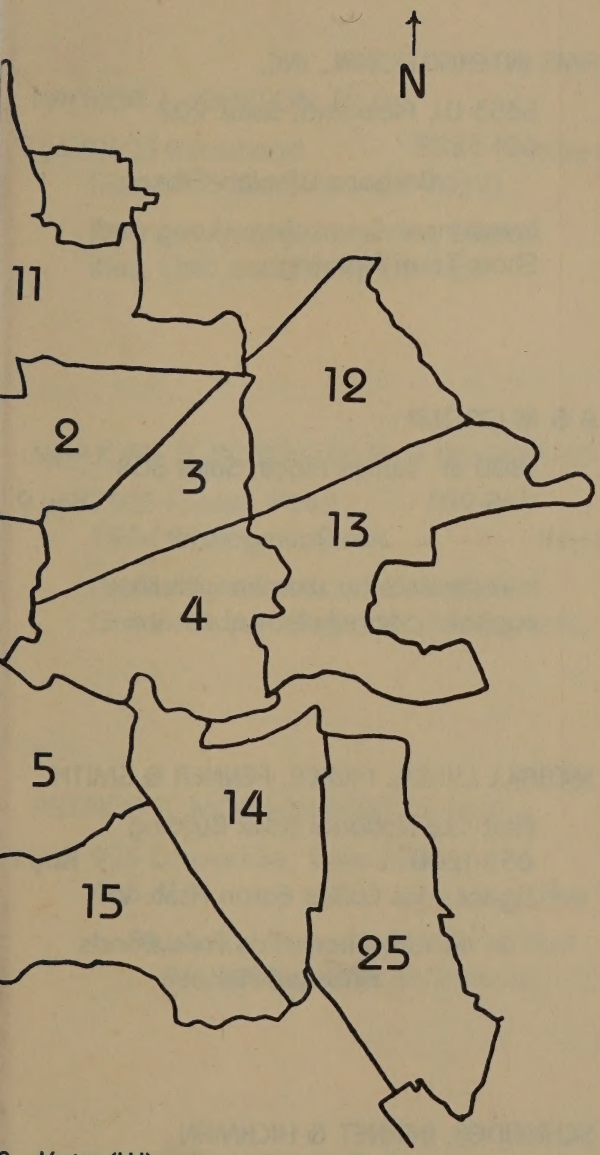
607 Peden
528-6152 Key 1

Mary M. Boehm

Interior Design, Space Planning, Furniture Design-Signage & Graphics



22- Humble (N-E)
Lake Houston
23- Channelview (E)
24- Deer Park (S-E)
26- Friendswood (S-E)
Webster
27- Missouri City (S-W)
Stafford
Sugarland



8- Katy (W)
9- Tomball (N-E)
0- Spring (N-NW)
- Conroe

18 INVESTMENTS

AMS INTERNATIONAL, INC.

5353 W. Alabama, Suite 207
621-3222 Key 7
Barbara Whalan-Gibson

Investment Counseling—Long and Short Term Planning

B & M GROUP

1800 St. James Place, Suite 308
965-9111 Key 9
Jan Baumgartner

Investments for women with little capital - primarily in real estate.

MERRILL LYNCH, PIERCE, FENNER & SMITH

First City National Bank Building
658-1200 Key 1
Agent—Iris Collins Eaton Asst. VP

Stockbroker Tax Free Bonds
Financial Planner

SCHNEIDER, BERNET & HICKMAN

3050 South Post Oak, Suite 100
961-2929 Key 7
Agent—Mary Ellen Thomas, Sr. V.P.

Stocks Bonds Options Commodities And Tax Shelters

PATRICIA J. JOHNSON, Ph.D.

2503 Robinhood Key 6
526-6493 (Baytown-428-7039)

Neuropsychology, Learning Disabilities, Child and Family Therapy

MARJORIE A. KOSOY, Ed.D. & ASSOCIATES

7505 Fannin, #444
790-0090 Key 6

Psychologist-Individuals, Families, Groups-Psychodiagnostic Assessment.

PATRICIA K. MORGAN-RENAUD, Ph.D.

975 Corbindale, Suite 202
465-8174 Key 7

Psychotherapy—Crisis Intervention
Psychodiagnostic Evaluations

CONSTANCE D. WOOD, Ph.D.

5300 San Jacinto, Suite 150
524-6199 Key 5

Counseling and Psychotherapy
Psychodiagnostic Evaluations

PUBLISHERS AND PRINTERS

J.B. & D. FROST PUBLISHING COMPANY

14019 Piping Rock
496-9421 Key 18

Dinah Frost

Music Published. Composing and Arranging Available.

HOUSE OF COLEMAN

901 West Alabama
523-2521 Key 1

Marion E. Coleman

Writing, Photography, Illustrating, Design, Typesetting, and Printing.

SM. BUS. PUB. c/o DIRECT MAIL CENTER

1205 West Loop North, Suite 180
957-1285 Key8

Vicki Keltner

Books, Seminars & Record Keeping For Women in Business.

REAL ESTATE & RENTAL LOCATORS

BOOTE PROPERTIES

220 West 10th Street
862-7399, 868-4656 Key 1
Agent—Sandra Hicks

Offering quality service to those investing in the Heights. Call me.

ERA BILL PRICE & ASSOCIATES

3612 Mangum
688-4295 Key 9
Agent—Jessica McWherter

Whether buying or selling, let Jessica help with your real estate needs.

EUNICE REASS & ASSOC., REALTORS

11535 Memorial Drive
780-3399 Key 7
Eunice Reass, CRB

Buying selling or investing in real estate? You can trust our expertise.

EXECU★SYSTEMS REALTORS

1874 Kirkwood
496-9901 Key 18
Agent—Rusty Stephan

Serving Houston's West Side for Over Five Years.

WOODWAY LOCATORS

6415 San Felipe
780-2282 Key 7
Linda Hunt

We Lease Apartments, Condominiums & Townhouses. No Charge to Renter.

22
REDECORATE & REMODEL

JACKIE BERRY PAINT CONTRACTING

11311 Shannon Hills
495-0702 Key 17
Jackie Berry

Quality Work—Dependable Service
Interior and Exterior Painting

CABINET STUDIO

9711 Katy Freeway
461-6424 Key 7
Mary Calvin

Cabinets Corian Formica Vinyl Office
Bars Parquet Carpet Kitchens & Baths

FORT BEND CARPET COMPANY

9711 Katy Freeway
461-5569 Key 7
Mary Calvin

Carpet Vinyl Parquet Wallpaper Area
Rugs Formica Decorator Discounts

LEE-CHER DISTINCTIVE WALLCOVERING

10188 Beekman Place Drive
932-6348 466-3997 Key 8
Leeann Wachs Cheryl Davidson

Interior Painting & Wallpapering
In Houston three years. References

SSA CONTRACTORS, INC.

5122 Glenmeadow
723-4245 Key 16

Susan S. Askanase

Residential Remodeling
Specializing in Small Jobs

SECRETARIAL SERVICES

FREELANCE SECRETARIES

Katheryn Burson 522-3899 Key 6
Linda Eichblatt 524-2942 Key 1

Tired of dealing with an agency?
We offer a professional alternative.

PEGGY FLOYD SECRETARIAL SERVICES, INC.

11511 Katy Freeway, #150
493-9107 Key 18

Peggy Floyd, CPS

Fast, Efficient, and Accurate Performance of Your Secretarial Needs.

HEBERT'S SECRETARIAL SERVICES

6100 Richmond, Suite 200
(0) 780-1057 Key 7

Ruth Hebert

Typing, contract only, transcribing all types of tapes, Xeroxing, etc.

24 SELF-IMPROVEMENT

CANDY & CAKE HOUSE

906 Main Street (Pasadena)
477-7910 Key 14
Tiny Yates Lee Norris

Cake decorating and candy making supplies, classes & demonstrations.

ESTE (Easy Steps Toward Efficiency)

Rt. 23 Box 62 Conroe (77303)
756-2793 Key 31
Kate Rhoad

Learn the Techniques Necessary to Get Control of Your Time and Life!

FILTRISH II—DIVERSIFIED INCOMES

5326 W. Bellfort #219 (by appt.)
723-8368 Key 16
Trish & Phyllis Frye

Help in Career Change-Second Income -Time Mgmt. Individualized to You.

INSIGHT ENTERPRISES

977-0499 Key 7
Paula Syptak

Informal Classes:
How to Throw Things Away-Painlessly
Adventures in Attitudes

MYRA BASSIN, Registered Rebirther

2128 B Welch
520-7652, 861-4384 Key 1

Member of Texas Rebirthers Assoc
Rebirthing is a simple breathing process that heals & energizes.

NEW TO HOUSTON?

440-1924 Key 21
Beth Adam

One-hour consultation puts you in touch with Houston's various social and professional networks.

WOMEN'S SUCCESS DEVELOPMENT CENTER

13527 Sunswept Way
497-5763 Key 18
Francine Friend M.A.

Educational Programs for Women:
Sexuality-Health-Career-Consulting

SIGNS, LABELS, ETC.

A-CUT-ABOVE, Engravers

1810 Ridgewood
526-2069 Key 1
Grace Breaux Scharolette Nickerson

Nameplates-Signs-Plaques/Engraved, Silk-Screened, Etched/Metal-Plastic

1 HOUR BUDGET SIGNS

1660 D Westheimer
526-0332 Key 1
June Bourgeois Terry Kirschke

Showcards - Magnetic - Decals - Indoor/Outdoor - Real Estate Signs

SPECTAPE OF HOUSTON, INC.

600 N. Shepherd, Suite 106
868-2706 Key 1
Agent—Tracey Shelton

Industrial Tapes - Custom Labels - Shipping Materials - Die-Cutting

SPECIALTY RETAIL

BALLOON EXPRESSIONS

8111 Roebourne Lane
469-6495 469-2697 Key 20
Diane Dianna Myra Ann

Helium Balloon Arrangements Delivered in Costume for All Occasions.

CMC STEREO

6522 Westheimer
781-4550 Key 7
Agent—Barbara Mann

Quality home, office and car stereo needs. Bring WBD'81 for discount.

CARDS & THINGS

150 One Shell Plaza
224-7617 Key 1
Jerri B. Wilfong

Best cards in town! Gifts, Sundries, Cosmetics, Wedding Invitations

THE FLAG CENTER

2187 Southwest 1st St. Miami, FL
0-(305)-642-6262
Cynthia H. Zoeller

Custom Flags-Conventions-Logo-Boat School-Real Estate Call Collect!

HEIDI'S & CO. A WOMEN'S STORE

1905 W. Alabama
520-7677 Key 1
Kathleen DeSilva Heidi McMunn

A Feminist Women's Store—Promoting Women's Music, T-Shirts, Jewelry etc

KINDRED SPIRITS

5245 Buffalo Speedway
665-9756 Key 6
Marion E. Coleman

Women's Alternative Club-Happy Hour 4-7, Live Entertainment-DJ Weekends

SPECIALTY RETAIL Con't.

I. MEHREN OF TEXAS

11020 Old Katy, #213
827-1991 Key 8
Agent—Carrell Moore

Wine Club Private Membership
Retail and Wholesale

NU WAVE PHOTOGRAPHY

P.O. Box 56144 (77027)
665-2064 Key 6
Michal Alaniz

Providing Houston with Commercial, Wedding and Portrait Photography.

TEACHING

ACHIEVERS' INDIVIDUAL DEVELOPMENT

206 Lakemere
465-2019 Key 18
Mary Lu Wiley

Small classes in Study Skills, Test Taking, Vocabulary for grades 6-12½

LEEANN WACHS, M.Ed.

932-6348 Key 8

Tutoring. Develop Maximum Learning Potential through Educational Plans for Motivation and Achievement. TEA Certified 1-8. Thirteen years exp.

COMPULSIVE EATER—SELF ACCEPTANCE

2128 B Welch
520-7652 Key 1
Mary Dorsey Cartwright, M.Ed.

Classes to heal compulsive eating and the diet/binge cycle.

MIRIAM EDELMAN, MSW, SP

5620 Greenbriar, Suite 106
523-0344 Key 6
Miriam Edelman, MSW, SP

Psychotherapy Human Relations
Hypnotherapy

MARY JANE HURLBERT, M.Ed.

3320 Louisiana #213
527-0712 Key 1
Mary Jane Hurlbert, M.Ed.

Personal and Relationship Counseling
Women's Group

JANUS ASSOCIATES

6100 Richmond, Suite 200
780-1057 Key 7
Jackalyn Rainosek, M.Ed.

Organizational Dev. Counseling (Bus. & Schools). Individual-Group-Family

PEGGY LANDRUM, R.N., M.S.

7905 Cedel
467-9306 Key 8

Peggy Landrum

Certified Gestalt Therapist-Ph.D. candidate-Holistic Health Practitioner

McKIRACHAN ASSOCIATES

1200 Blalock, #109A
465-5072 Key 8

Joan McKirachan

Women's Groups
Couseling and Training

MDC & ASSOCIATES

2128 B Welch
520-7652 Key 1

Mary Dorsey Cartwright, M.Ed.

An ally in letting go of all that you're NOT—Being all that YOU ARE.

NORTHWEST COUNSELING SERVICES

5011 Autumn Forest
682-0358 Key 10

Toby Gutman

Single-Family-Group Therapy. Risk, Self Exploration, etc. workshops.

WESTOAKS COUNSELING CENTER

2600 Gessner at Westheimer
977-7033 Key 7
Denise Weinberg Kenwyn Hopper

Individual-Group-Marital & Family Therapy. Women oriented workshops.

JUDITH L. YOST, MSW, ACSW

1107 Marshall Street
523-1104 Key 1

Psychotherapy with individuals, couples, groups and families.

TRAVEL AGENCIES

RIVERWAY TRAVEL

1 Riverway, Suite 2350
871-1178 Key 7
Patsy Crews

Second Office: Deerwood Travel in La Hacienda Restaurant — 974-2000

SCHER'S TRAVEL SERVICE

5519 Yarwell
723-6397 Key 16
Beth Ann Scher, CTC

Personalized Service — Cert. Travel Consultant — Business & Leisure

32
MISCELLANEOUS SERVICES

AUTO DRIVEAWAY COMPANY

4500 Travis
524-3096 Key 1
Agent-Nancy J. Sternlicht

Cars delivered anywhere in the U.S.A.

LANCE AND ASSOCIATES, MARKETING

2640 Fountain View, Suite 112
977-5229 Key 7
Connie Keller

El Paisano Resort - Time Sharing
Pres. Uniconn Music Pub. Co. ASCAP

B. MURRAY JEWELRY DESIGN STUDIO

1766 Maux
467-0631 Key 8
Bethany Murray

Custom designed jewelry using your gold and stones. By appointment only.

PAULA SCUDDAY — BOOK REVIEWING

8103 Twining Oaks
376-3971 Key 30
Paula Scudday

Dramatic Presentations of Classics and Current Best-Sellers

PUBLISHED BY:

IDENTITY

Seminar Management

10188 Beekman Place Dr. Houston, Texas 77043

Leeann Wachs
(713) 932-6348

Printed by House of Coleman